

Rater Business Development III

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3/6/2001

Midwest Home Energy Raters

- Indiana, Michigan, Illinois
- contracted to do at least 1500 energy star ratings this year.
- We currently test every home certified Energy Star - no sampling yet.
- 3 staged service. Draft ratings, pre-drywall inspections, and final infiltration test.

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Company Structure

- 2 Certified Field Raters- perform inspections, blower door & duct testing and data collectors.
- 1 Office Manager-scheduling, phone sales, packaging, billing, and rating filing with the state
- 1 Sales Manager- in field sales, design on draft ratings, account training, blueprint take takeoffs, and the quality assurance on the field work.

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Target Audience

- Builders/Developers that do a lot of advertising, we know they are looking for more market share.
- Realtors/Builders that tout themselves as being energy efficient.
- Lenders that appear to be aggressive in the new construction market.

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Target Audience

- Political builders in the various area's- Home builder Presidents etc.

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Marketing Efforts

- Mailers from permit lists
- Homes magazines.
- Offer counter top displays with framed certificates, energy star counter top signage, and yard signage for all models & spec homes..

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Marketing Efforts

- Get full page free newspaper spotlight coverage every time we bring a new political builder into the program or right after energy is being headlined as a crises in the news
- Get TV media coverage at least 4 time a year.
- Buy booth space at Home & Garden Shows
- Parade Home Shows

Marketing Efforts

- Educational meetings for:
 - home builder meetings
 - mortgage companies
 - utility companies

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How we prepare for Sales Calls

- Generate a complete sample rating along with improvement analysis.
- a sample yard sign, window slick, etc.
- customers background
- EPA MOU for Marketing Tool Kit access

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How we prepare for Sales Calls

- obtain building plans and specs , we have a information form already made out.
- Offer to start free draft on any home from prints to provide builder with a comfort level
- request support from EPA or State director on larger accounts

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Other perks of a rating

- closing cost reductions and/or reduced interest rates
- quality assurance tool - gives customers/builders safe guards of subcontractors workmen ship.
- reduced call backs

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Market Niche

- Free design analysis
- 3rd Party Ratings - We sell no specific brands
- Quality Assurance Guarantees
- Cost effective building design. We keep in mind the builders still have to stay competitive.

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Business success will be
dependent on the amount of:

- Packaging
- Networking
- Persistence
- Education

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